UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

NEW YORK STATE RESTAURANT ASSOCIATION.

Plaintiff,

- against -

No. 2008 Civ. 1000 (RJH)

NEW YORK CITY BOARD OF HEALTH, NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE, and Thomas R. Frieden, In His Official Capacity as Commissioner of the New York City Department of Health and Mental Hygiene,

SUPPLEMENTAL DECLARATION OF DAVID B. ALLISON, Ph.D

Defendants.

David B. Allison, Ph.D declares under penalty of perjury as follows:

A. <u>Background and Qualifications</u>

Declaration dated January 29, 2008. The subject that I addressed — the scientific evidentiary basis or lack thereof for claims that Regulation 81.50 requiring chain restaurants to post the calorie content of standardized menu items in a specified manner will help reverse an epidemic of obesity among New Yorkers — has since been addressed by several experts who submitted declarations on behalf of the City of New York (the "City experts", i.e. Drs. Thomas R. Frieden, Marie-Pierre St-Onge, Mary T. Bassett, Marlene B. Schwartz, Barry M. Popkin, Xavier Pi-Sunyer and Ms. Kiyah J. Duffey). The City experts discuss why they believe that some of the studies discussed or referenced in my Declaration make it reasonable to hypothesize that calorie content

Filed 02/14/2008

posting will affect people's selection of high-calorie food, at least in the short term. They also point to various purported weaknesses or limitations in studies I cited that tend to support the conjecture that mandatory calorie posting could be ineffectual or even conceivably counter-productive.

- 2. There is less disagreement here than meets the eye. There is agreement that the studies published to date cannot support the conclusion that the regulation will be effective in reducing obesity or the conclusion that it will be ineffective in doing so, or the conclusion that it will be counter-productive. Rather, each of those conclusions could be supported only by conjecture or speculation, based on the current state of knowledge. That is the opinion I expressed in my original Declaration, and it is one I reaffirm here.1
- 3. A point of criticism advanced by two of the experts who submitted declarations for the City is their view that I have applied or advocated an inappropriate standard by which to evaluate the lawfulness of a measure designed to promote public health. However, that is an unequivocally incorrect characterization of what I wrote in my previous Declaration. In my Declaration, I wrote "it is important to clarify the standard of evidence I will refer to herein. I refer to scientific evidence and by evidence I mean facts that could potentially lead to a reasonable conclusion that causation exists as opposed to facts that could lead one to conjecture or hypothesize about putative causation." That is, I discussed a standard for drawing conclusions about causation, not for deciding whether proposed laws should or should not be

My opinion as stated here and in my original Declaration is my own as a scientist and obesity expert, not necessarily that of any academic, professional or other organization with which I am affiliated.

adopted. I did not address the question of what standard to use to evaluate the lawfulness or appropriateness of a public health measure. My understanding is that it is not my role or the role of any expert to make that determination, but rather that is a legal determination for the courts to make.

- 4. What I have done instead is to survey the scientific studies that are relevant to determining the likely effectiveness of the regulation in reducing obesity, and to describe the current state of knowledge on the relevant subject. As I have said, those studies would support only conjecture that the regulation would be effective, ineffective, or even conceivably counterproductive in reducing obesity.
- 5. Some of the City experts seem to have misinterpreted my original Declaration as insisting that no proposed intervention, such as calorie posting, should be considered evidence-based unless it is supported by randomized controlled trials, the 'gold standard' for scientifically evaluating obesity interventions (e.g. Frieden declaration ¶¶ 65-67, Schwartz Decl. ¶ 8). But my original Declaration recognized that the absence of randomized controlled studies, while important, is not necessarily decisive in all contexts. In their absence, a critical question becomes whether there is a body of good, reliable observational studies that show a consistent association between the independent variable of interest in this case, posting calorie information in chain restaurants in the manner required by the Regulation and the outcome of interest in this case, obesity.
 - I surveyed the literature and asked: Are there are any observational studies in the literature that demonstrate an association between such calorie posting, whether or not in chain restaurants, and obesity?

concluded that there are none. None of the City experts have stated otherwise.

Filed 02/14/2008

- I then asked: Are there any observational studies that demonstrate an association between such calorie posting, whether or not in chain restaurants, and any weight change in the customers, or any decrease in caloric intake over an extended period? I concluded that there are none. None of the City experts have stated otherwise.
- I then asked: Are there any observational studies that demonstrate an association between calorie posting and the customers' caloric intake over a period of a week, or even a single day? I concluded that there are none, and none of the City experts have stated otherwise.
- 6. A survey that the City heavily relies on is the one it conducted last year on ordering in New York City chain restaurants. Dr. Bassett has submitted a declaration describing the study and has also submitted a draft report of its findings sent to a peerreviewed journal. Several points deserve mention.
- (a) The study is certainly not an observational study that would fall into any of the categories mentioned in the preceding paragraph. It did not report on obesity, weight change or caloric intake over an extended period of time or even a single day. The design does not permit conclusions to be drawn regarding whether any reduction in calories purchased at lunchtime was or was not compensated for by meals or energy expenditure in the following hours or days. In contrast to the way the study was presented by the Board of Health and to the public when Regulation 81.50 was proposed (Notice of Adoption [of Regulation 81.50] at pp. 6-7), the paper submitted for

peer-review draws quite modest conclusions, and does not claim to have shown an effect on weight gain or on cases of obesity or preventable diabetes.

(b) The paper submitted for peer-review points out a number of important limitations, which were among those pointed out in my original declaration. The findings are subject to at least three limitations:

"First, Subway patrons might not be representative of all chain restaurant patrons..."

"Second, it is possible that Subway patrons who reported seeing calorie information did so because they were more concerned about weight than Subway patrons who reported not seeing calorie information."

"Third, study respondents may have differed from patrons choosing not to participate."

(Basset MT et al, Purchasing Behavior....New York City, 2007, unpublished).

- (c) The study findings on ordering at Subway restaurants are presented as indicative of the positive effect of posting calorie information in a manner similar to that mandated by Regulation 81.50 as opposed to other methods such as brochures, posters (not necessarily at the point of purchase), packaging etc. That is premised on the study authors' statement that, at the time of the study, Subway placed calorie information "on deli cases near the registers"; Subway reportedly "displayed calorie information for selected items at the point of purchase somewhat visibly" (Basset, 2007, pp. 6.7). However, as I pointed out in my original Declaration, the study material provided by the City in response to a Freedom of Information request includes logs that document what the study's own observers recorded regarding calorie information at the Subway sites studied. I have attached these as Exhibit A.
- 7. As can be seen from the logs, the printed form calls for the observers to note: (a) Is calorie information on the menu board?; (b) Is calorie information

elsewhere? If the answer is "elsewhere", the observers are called on to note whether it is on posters, pamphlets, or "other", with a blank to detail "other". At my request, two people independently tabulated the answers on the sheets. Because of ambiguities in the documentation provided, the two tabulations were not identical, though they were quite close. Where discrepancies exist, I have reported the range of values. According to these counts, the logs show information for 46 or 47 Subway restaurants, and that the numbers of restaurants using various media were as follows:

Decais	8
Countertop	2
Napkins	16
Cups	12
Posters	12 or 14
Pamphlets	14 or 17
Food wrappers	1
None/Missing Data	12 or 13

The total is more than 46 or 47, since many used more than one method. These data do not support the claim that Subway customers who noticed calorie information must have seen it posted at the point of purchase rather than on pamphlets, posters, napkins or various other ways that the study workers noted and logged. Dr Bassett states (Declaration ¶8) that I have not had "direct contact" with the study staff, have an "incomplete understanding of the field research methods" and that I am unaware that the data collector's "priority" was not to assess the ways other than menu boards that the calorie information was provided (i.e., the information called for in the logs). It is certainly true that my understanding of the study comes from the written materials supplied by the City in response to a Freedom of Information request, and not from personal contact with study staff. However, it is a basic requirement of scientific research that the methodology and findings be documented in writing in a clear manner that could make them reproducible by other scientists. It is incumbent upon

researchers to set out clearly and accurately the factual basis for statements in a study, like the one that Subway customers who saw calorie information saw it near the registers. If there is such documentation, I have not been able to locate it and it has not been presented in the paper submitted for publication, in the Notice of Adoption that accompanied enactment of the Regulation, or in Dr Bassett's own Declaration.

I declare under penalty of perjury pursuant to 28 U.S.C. § 1746 that the foregoing is true and correct.

Executed on February 4, 2008

David B. Allison, Ph.D.

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OBSERVAT	ION LOG
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QSE Address: 180 DYCKMUNS	Team: #
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Start: 11.40	TOTAL 52 35
End: 2.05	
Departure: 2.05	# unused MetroCards: 20
Departure:	# multiple diners:
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Is calorie information on the menu board?	☐ Yes, proceed to alternate location
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☐ Drink → what size?	
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Œ/	Pamphlet	s (2) given. Co	mments:			
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		OBSERVA	ATION LOG		
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Time	Start: 12:	00	TOTAL TEAM 2 #4	# patrons 27	# surveys
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Is calorie info	rmation elsewhere?	DNO DPos		Other:	
AT END OF S	HIFT:				
Store Observ	ations:				
Were any item	ns purchased but did	not show up on t	he receipt? (e.g. di	ink or side w/ co	ombinations)
Any site-speci	fic specials/promotion 1414.5 AC 2MUTE LIT TUMP	tul p tul p tle Leage Rope fo	Jutrition		n / Subway / Fresh First / forkids
OTHER NOTE	<u>S</u> :				

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	ID#: 100 7 777
OBSERVA	TION LOG 409 7077
E Name: Subway E Address: 244 Wi4th	Date: 4/13/06 Team:
E Address: 244 W14 th	
Aminot 12:15	# patrons # surveys
Start: \[\lambda \cdot 2 \cdot 2 \cdot \]	TOTAL 02 30
End: 2:15 Departure: 2:20	# unused MetroCards: 5
Les loft at 1:30 PM,	# multiple diners: 2
TARRIVAL: Andy did ho.	lo ☐ Yes, proceed to alternate location
s calorie information on the menu board.	Poster Pamphlet Other:
AT END OF SHIFT: Any site-specific specials/promotions? If so, pleaning the source of	ase describe:
COMBINATIONS: Does this location have value/combination options of the standard combination of the standard combi	eshar than the entrée?
☐ Side → how many are included ☐ Drink → what size?	
☐ Other comments:	
MANAGEMENT:	ents: <u>nice</u> - no managemens precent, house
D Pamphlets (2) given. Comments:	
	hics, language, location, drive-through, problems, etc) not available until after purchase.

				ID#: <u>57</u>
	OBSERVATIO	N LOG	.,	
QSE Name:	Lubway.		Date: April	l 2,2007
QSE Addres	s: 90 - 150		Team: A. M.	Luktetuett
	10:4		Z.	com #4 Juens
Time	Arrival: 10-35		# patrons	# surveys
	Start:	TOTAL	60	33
	End: 1:42			· /
	Departure: 2:20	# unused Metro	Cards: <u>교</u> 고	
		# multiple diner	s:_ <u>6</u>	
4		•		
AT ARRIVA	<u>L</u> :			
Is calorie info	ormation on the menu board? W No	☐ Yes, proceed	to all. location	
Is calorie info	ormation elsewhere? D No D Poster	☐ Pamphlet	Other: W	unter top
AT END OF	SHIFT:		·	
	ive-through window? → how many patrons were using drive-throu	gh? 🛭 None	□ Some	☐ A lot
Were any ite	ems purchased but did not show up on the	receipt? (e.g. drink	or side w/ con	nbinations)
	· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·		
Any site-spe	cific specials/promotions? If so, please des M-Juh fit if the World of	ds "a Fres	h Alternea	twe for heds
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Time Ar	rrival:	11:45				# patrons	# surveys
	tart:	11:55			TOTAL	17	36
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		•		•	# Hunapic a		
AT ARRIVAL: Is calorie inform Is calorie inform AT END OF SH	nation e	Isewhere?	□ No	Q No □ Poster	☐ Yes, proc	eed to alt. locatio	
21 No	now mai	ny patrons	were usin	ng drive-thro	S. A.	ne 🔲 Some drink or side w/	□ A lot combinations)
Any site-speci	ific spec	cials/promo	otions? If s	so, please d	escribe:		
other not In a said it	ES: (c.	g. language Lont gn La	e barrier; Il . ! Luhe ou. !	location - re limited MGAS Halfre more I	transit	mercial, industrice A - Wane Time d Thalf brief	al; problems; etc) 1 prople 1 prople 1 recept 2 chall one

	<u>OE</u>	SERVATIO	N LOG		ID#: <u>4((</u> 44 (4	۔ کے		
QSE Name:	SUBWAY	ar.		Date:_	05/25/07			
QSE Address	: 201 EAST 34TH	STREET A	THIRD AVENU	E Team:	BARMY BASHER ANDY CHU			
Time	Arrival: 11 : 43			# patrons	DOMINGO MORCH	T4		
	Start: 12:01		TOTAL	57	2429			
•	End: 2:01							
	Departure: 2:06	,	# unused Metro(Cards: <u>26</u>	·			
			# multiple diners	:: <u>2</u>				
AT ARRIVAL	:							
Is calorie info	rmation on the menu board?	⊠ No	☐ Yes, proceed t	o alternate lo	cation			
Is calorie info	rmation elsewhere? No	☐ Poster	Pamphlet	Other: NA	PKINS CUPS	•		
AT END OF	<u>SHIFT</u> : cific specials/promotions? If so	o, please des						
	ELIVERY OFFERED AS	A SPECIF	IC PROMO, ONL	INE ORDERI	NG POSSIBLE:			
WWW. CAL	LSUBWAY.COM *							
COMBINATION	<u>ons</u> :	•	•					
	ation have value/combination	•	☑ Yes	□ No	•			
	s, are all items detailed and in		•	∠ No				
	ded in the standard combinati							
	le → how many are includence nk → what size? M L	ted in file col	nomation? 1					
•	ner comments:							
200	ioi commento,							
MANAGEME								
	oduction at beginning? Comr					, AI		
	proached by management? mphlets (2) given. Comment		CKED TO STEP FROM		ET/OBSTRUCTING FACES	, N		
OTHER NOT	OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)							
	of Participants were				• •			
	ES FOR PEOPLE TO EAT	,				75		
WHILE THE	BEGINNING OF MEMOR	RIAL DAY	MAY HAVE HAM	PEPED THE	NUMBER OF			
WHILE THE BEGINNING OF MEMORIAL DAY MAY HAVE HAMPEPED THE NUMBER OF PEOPLE PRESENT DURING OUR DATA COLLECTION								

					ID#:
	n	OBSERVATION	ON LOG		
QSE Name:	Sulver				te: <u>04-17-07</u>
QSE Address:	1-33	B 20th, G	ueens_	Te	am: #3, BKlyn
QGL Addiess			NOON to	2:00 31	15
Time A	rrival:	4		# patron	s # surveys
Si	tart:	<u> </u>	TOTAL	58	134
F	nd: 3:3	9	2:00- 4:00		4 4
	eparture: 3:		# unused Me		by dmult
D	eparture: <u>O·</u>		# multiple dir	ners: 🗻	
AT ARRIVAL:	•		·		•
	ation on the men	· <u>-</u>	☐ Yes, proce er ☐ Pamphlet	Other:	Nophons
Is calorie inform	ation elsewhere?	_	er Q-P amphlet	Softher:	Naphons Cupl
Is calorie inform	ation elsewhere?	Poste	er Q-P amphlet	© Other:	Naphons Cupl
AT END OF SH Any site-specific COMBINATION Does this locate If <u>YES</u> , What is include	IIFT: c specials/promot NS: ion have value/co are all items deta ed in the standard how many	tions? If so, please ombination options? ailed and included of combination other y are included in the	er Q -Pamphlet describe: n receipt?	Yes [Naphons Cupl No
AT END OF SH Any site-specific COMBINATION Does this locat If YES, What is include Side	IIFT: c specials/promot NS: ion have value/co are all items deta	ombination options? ailed and included of combination other y are included in the	er Q -Pamphlet describe: n receipt?	Yes [Nophons Cupl

	59
OBSERVATION	ID#: 59
QSE Name: Juliusy	Date: <u>04-17-07</u>
	ueens Team: #3, BKlyn
	· NOON to 2:00 31 15
Time Arrival: //24	# patrons # surveys
Start://_36	TOTAL 58 34
End: <u>3'39</u>	2:00-4:00 27 17
Departure: 3'47	# unused MetroCards: 76 / 2 multi dine
	# multiple diners: 2
AT ARRIVAL:	
Is calorie information on the menu board?	☐ Yes, proceed to alternate location
Is calorie information elsewhere? No Poster	2-Pamphlet Dother: Nayhans
	Pamphlet Pother: Northers (will
AT END OF SHIFT: Any site-specific specials/promotions? If so, please de-	seribo:
Any site-specific specials/promotions: it so, please de-	scribe.
\$	
COMBINATIONS:	
Does this location have value/combination options?	☑ Yes ☐ No
If <u>YES</u> , are all items detailed and included on re	eceipt? 🗗 i No
What is included in the standard combination other tha	_
	ombination? (
ADrink → what size? <u>mud</u>	
☐ Other comments:	
MANAGEMENT:	4.4
Lintroduction at beginning? Comments:	ienella, agreeable
☐ Approached by management? Comments:	
A Pamphlets (2) given. Comments: MO G	
OTHER NOTES: (e.g. co-brand, demographics, langue	eter, very freezelly
Do a small shapping mall, not	
deaple arrived by car Customers	
their recept	U
<u>.</u>	

1-25%

			10#: 10th
OBSERVATIO	N LOG		410107
SENAMO SUBWAY		Date:_	919107
507 Trumint and	Bunx	Team:	Deprix .
SE Address: 39/ 1/W/W7/V			
ime Arrival: 11:50		# patrons	# surveys
1/1.5.5	TOTAL	61	55
Start: 1,20		0	
End: 1:35.	# unused Metro	Cards:	
Departure: 1100	# multiple diner:		0.101
	estimated # driv	e-thru patro	ns/Ma
AT ARRIVAL:			
s calorie information on the menu board? No	☐ Yes, proceed		
s calorie information elsewhere? ☐ No ☐ Poste	r Pamphlet	Other:	
s calone information of			
Any site-specific specials/promotions? If so, please of			
COMBINATIONS:	devo	* 🗆 N	No.
Does this location have value/combination options?	receipt? DY6		
If <u>YES</u> , are all items detailed and included or What is included in the standard combination other	than the entrée?		Analysis
and in the	compination?	ups o	r lookeel
op Side → how many are included in the operation of the	W		
Other comments:			
MANAGEMENT: Introduction at beginning? Comments: Approached by management? Comments	Very her	ptul	,)
Pamphlets (2) given. Comments:	US/VL		
OTHER NOTES: (e.g. co-brand, demographics, la Right Next door to We	nguage, location, pr LNY LAYY	oblems, etc) , MCDO	nalds

				ID#: <u>61)</u>
OBSER'	VATIO	N LOG		a is
QSE Name: SULWILL			Date:_	Epril 6,200
QSE Address: 39) Any Attet			Team:	#4 Julen
0 0				
Time Arrival: 108 45			# patrons	# surveys
Start: \(\sum_{30}^{30}\)		TOTAL	104	100 45
End: 130			- 1,	900 اهـ
Departure: 1835		# unused MetroC		500
		# multiple diners	:: <u>2</u>	44
AT ARRIVAL:			•	·
Is calorie information on the menu board?	Νo	☐ Yes, proceed to	o alternate loc	cation
Is calorie information elsewhere?	Poster	☐ Pamphlet	Other:	- ;, ,,
AT END OF SHIFT:				
Any site-specific specials/promotions? If so, plea	ase desi	cribe:		
		······································		
			· · · · · · · · · · · · · · · · · · ·	
COMBINATIONS:		a.		
Does this location have value/combination option	ns?	¥ÛYes	□ No	
If <u>YES</u> , are all items detailed and include	ed on red	ceipt? 🔲 Yes	00/2No	
What is included in the standard combination oth	her than	the entrée?	•	j.
	the con	nbination? 1		
Drink > what size? MEd.				
Other comments:				
MANAGEMENT:		• • •		
Introduction at beginning? Comments	:a2 .	commentario	ne iD	
			Jec.	
☐ Approached by management? Comn			<u> </u>	· ·
Pamphlets (2) given. Comments:	<u></u>			
OTHER NOTES: (e.g. co-brand, demographics,	langua	ne location drive-t	hrough probl	ems etc)
Creat pot! Friendy as)i	Mina to oth	ni ougii, probl N	oms, otoj
court you recording an	<u>~U (N)</u>	10 214	٠	
	 			

				•		#73	409	5971
			OBS	ERVATION	LOG			
QSE Name:	Sto	of Sa	bwog	-261	5-thave	Dat	e: 5/14	1/0>
QSE Address	s: 261	5140	red 2	844		Tea	am: Az	Jaco
		, a					Bosn	10/
Time	Arrival:	11 40			•	# patron	s #sur	veys
	Start:	1200			TOTAL	164	13	
	End:	205				_		i I
		ro:			# unused Met	_	L	
	Departu	е			# multiple din	ers: $ \oint_{-\infty}^{-\infty} 1$,		
AT ARRIVA	<u>L</u> :				•			
Is calorie inf	ormation o	n the menu	board?	□ ⁄ No	☐ Yes, procee			
Is calorie inf				☐ Poster	☐ Pamphlet	Other:	napi	tise Clinike
							•	
AT END OF	SHIFT:	-1- <i>t</i>	and If on	nlassa de	scribe:			
Any site-spe	ecitic speci	ais/promot	ons (II so	, piease de	30(IDC.			
COMBINA		io valualco	mhination	ontions?	24	res 🗆	l No	
Does this lo				cluded on r	•		No.	
What is inc	luded in th	e standard	combinati	on other th	an the entrée?			
					ombination?	-		•
		what size				,		
	Other com	nents:						
MANAGE	MENT:	- at bosins	ing? Com	mente:	loneger no Supervisor	f or 8	Ye In	froging to
A.	Annroquetio:	d by mana	ng: com nement?	Comments	Supervisor		J	
M.	Approacrie	u by mana (2) aiven	Commen	its:				
/ `	•							
OTHER N	OTES: (e.	g. co-þranc	l, demogra	aphics, lang	uage, location, o	rive-through	problems	, etc)
Patr	une n	ende	d to	repue!	st recipor	S. Cal	orte [<u>n 30 on</u>
guss	long of	.deet	San do	vichs a	reavailable	ρ		
				-				

				•	=
1	OBSI	ERVATIO	N LOG		ID#:
				· 	1.1.1.
E Name:	Sub WAY	·		Date:_	-1/14/01
DSE Address	s: 1720 Easteh	ester	RP	Team:	#2
		•			
Time	Arrival: <u>U.50</u>			# patrons	# surveys
	Start: 12:00		TOTAL	61	26
	End: 4 40	•		, O-	7
•	Departure: 4. 20		# unused Metro		J
	Departure		# multiple diners	:	
			estimated # drive	e-thru patron	s:
AT ARRIVAL	= ;			•	 ,
Is calorie info	ormation on the menu board?	e-No	☐ Yes, proceed t	o alternate lo	cation
Is calorie info	ormation elsewhere? D No	Poster	Pamphlet	Other:	.
AT END OF	SHIFT				
	cific specials/promotions? If so, p	olease des	cribe:		
N	du		•		
		•			
COMBINATI			- 1	200	
	ation have value/combination op		. 1 -	L-211	7
	S , are all items detailed and inclu		O .	1-2pn Hronst	461
What is inclu	ded in the standard combination			51 1 01 V J 7	
☐ Sid	•	in the cor	n Sun	rueys &	×26
	nk → what size?			, d.	
□ Oti	ner comments:		- m	ultiden	x 47
MANAGEME	-NT·		1.70	W. J. C.	2.5 A 7
	roduction at beginning? Comme	nts: (de	. (
1	proached by management? Co				
	mphlets (2) given. Comments:		_ \	e.	
£1.a	mpriloto (2) given. Commenta.		<u> </u>		
OTHER NOT	[ES: (e.g. co-brand, demographi	ics, langua	ge, location, proble	ms, etc)	
	raffic Very SI	_		· · · · · · · · · · · · · · · · · · ·	
	J	•	-		
			•		

·		OF	SERVATIO	ON LOG		ID#: _7t
			JOLINVAIN	N LOG		11/2/27
QSE Name:	م ع	b WAY			Date:_	119/01
QSE Address:_	'\/	20 Easte	hester	RP	Team:	#2
		11.65				
Time	Arrival:	1150			# patrons	# surveys
	Start:	12:00		TOTAL	40	22
	End:	4 40			1.2	1
ı	Departur	9: 4,20		# unused Metro(4
	•			# multiple diners	:: <u>-+-</u>	
AT ADDIVAL.				estimated # drive	e-thru patron	s:
AT ARRIVAL:						
		the menu board?		☐ Yes, proceed t	o alternate lo	cation
ls calorie inform	nation els	sewhere? 🛛 No	Poster	Pamphlet	Other:	· .
AT END OF SI	HIFT:			~.		
		s/promotions? If s	•	2-4pm Patronss# Surveys#	1	•
No	<u>~</u>			n most	40 -	
	·		•	PATIONSO	_	
COMBINATIO	NS:			Surveys #	22	
		value/combination	ì		1	
If <u>YES</u> ,	are all ite	ems detailed and in	n	multi Din	<i>i</i> 1	٠.
What is include	ed in the	standard combinat	ti	•		
☐ Side	_	ow many are inclu	d	th l		•.
		hat size?				`
U Othe	r comme	nts:				·
MANAGEMEN	<u>IT</u> :					
				ell Receive		
🖸 Appr	oached t	y management?	Comments:	Well Race		
P Pam	phlets (2) given. Commen	ts:	Well kece	الم ع ١٠	
OTHER NOTE	S : (e.g. d	o-brand, demogra	phics, langu	age, location, proble	ems, etc)	
	iff (·	, , , , , , , , , , , , , , , , , , , ,	-, -,	
		J				

	,			1D#: 76
	٥.	OBSERVATIO	N LOG	
QSE Name:	- Sylving			Date: 4/11/07
QSE Address	341B St. 17:	cholas A	18.	Team: 4 Ouzens
Time	Arrival: 1\20			# patrons # surveys
	Start: 1145		TOTAL	TE 12
	End: \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		<u> </u>	
	Departure: 4404		# unused Metro	Cards: 443 2 ppl did not the meteocoard
		·····	# multiple diners	s: <u>O</u>
AT ARRIVAL				
ls calorie infor	mation on the menu boar	d? PNo	☐ Yes, proceed t	o alternate location
Is calorie infor	mation elsewhere? 🛛 N	o 🖸 Poster		Pother: Naplans
AT END OF S	HIFT			
	fic specials/promotions? I	fra places dos	avila a :	
- Tany one opeon		i so, piease des	cribe.	
COMBINATIO	<u>NS</u> :			
Does this local	tion have value/combinat	ion options?	☐ Yes	√ ONo
	are all items detailed and			Ū No
	ed in the standard combir			
☐ Side		luded in the cor	nbination?	
u Otne	r comments:			
MANAGEMEN	<u>IT</u> :			
Intro	— duction at beginning? Co	mments: FRIEN	W~ 1.	
				he share to speak with w.
□ Pam	phlets (2) given. Commo	ents:	t var all good.	reghone to speak with us.
OTHER NOTE	<u>ട</u> : (e.g. co-brand, demog ടി ^പ	raphics, languaç		hrough, problems, etc)
			· · · · · · · · · · · · · · · · · · ·	

		Of	BSERVATION	ON LOG		1D#: <u>')6</u>
QSE Name:	- Sul	MAMUL	-		Date:	<u> </u>
QSE Name. QSE Address	-	. /II A	Ahlan	avenue	Toom	# 4 Juion
QSE Address		IN MI IFO	Con (cas	None	, I Gain.	7 0000
Time	Arrival:	11:20	_		# patrons	# surveys
	Start:	1:49	_	TOTAL	29	16
· .		3:49	•	<u> </u>	1 21	<u> </u>
	End: Departu	re: 4%00	<u>.</u>	# unused Metr	4	
	·			# multiple dine	ers: <u> </u>	
AT ARRIVAL						
Is calorie info	rmation o	on the menu board?	? 🗀 No	☐ Yes, procee	d to alternate lo	cation
Is calorie info	rmation e	elsewhere? D No	:□ Poster	☐ Pamphlet	☐ Other:	
- a	cific speci	als/promotions? If al in divi - with Juliur	Greep ku	do active r	and mutu	trous
COMBINATI	ONS:		U .			
		e value/combinatio	n options?	. Δ γ γ	es 🗆 No	• · · · · · · · · · · · · · · · · · · ·
		items detailed and	•	receipt?	es 🗅 No	•
What is inclu	ded in the	e standard combina	ation other th	an the entrée?		
🗀 Şid	de →	how many are incl	uded in the c	combination?		
Ø Dri	ink →	what size?		•		
□ Ot	her comn	nents:				· · · · · · · · · · · · · · · · · · ·
MANAGEME	ENT:	•				
GD lot	roduction	at beginning? Cor	mments:	الم الم	1 1 1 1	
™ Ap	proached	d by management?	Comments	: All By chal	f of acu	
		(2) given. Comme				
OTHER NO	<u>TES</u> : (e.g	. co-brand, demogi	raphics, lang	uage, location, dri	ve-through, pro	blems, etc)

			ID#: 82)
	OBSERVATION	ON LOG	
QSE Name	Subway		Date: 4/02/07
QSE Addre	Subway ss: 220 East 16/5t,		Team: Brony
Time	Arrival: 11:40		# patrons # surveys
	Start:	TOTAL	101 56
	End: 1:29		• •
4	Departure: 1:31	# unused Metr	
		# multiple dine	ers: 4/see yellow pos
AT ARRIVA	<u>\L</u> :		
ls calorie int	formation on the menu board? ②No	☐ Yes, proceed	d to alt. location
Is calorie inf	formation elsewhere? No Poster		Ø Other:
On a	post-card in the dis	splay ca	5C
AT END OF	SHIFT:		· ·
	rive-through window? → how many patrons were using drive-thro	ugh? 🛚 None	☐ Some ☐ A lot
Yotatoe	ems purchased but did not show up on the	not show	UP on receipt
ror d	ces the type of cookie	which	uns selected
Any site-spe	ecific specials/promotions? If so, please de	scribe:	
•	of the day was med		however, did
not se	eem to be so popular.		
ו קודווני	oted our multiple dine ircled what our individ her self		•
OTHER NO	<u> 1ES</u> : (e.g. language barrier, location – resi		
45 the 3	subway began to get be	By they be	egan Issuing
T SDON	e" receipts which did no	i inaleath	madel our tunner
at ushi	e with the mgr and g ch point he complied	Reporter	neleinte nume nome
	ed for daylight sys time		
custor	ner's gave receipt	sut did	not take cos
		· · · · · · · ·	

			•			ID#: 89
		OBS	ERVATION	N LOG		, 1
QSE Nàme:	Su	bwan			· Date:_	4/23/07 Andry
QSE Addres	s: <u>1.62</u>	N 13th 8h	reet.		Team:	<u>Milman</u>
		1. 40				
Time	Arrival:	1=40		,	# patrons	# surveys
	Start:	17:00		TOTAL	75	55
	End:	2:15		# unused Metro	Carde: (
	Depart	ure: <u>2:36</u>				
				# multiple diner		
AT ARRIVA	L:			(# of 2	5)	•
,		on the menu board?	No No	☐ Yes, proceed	to alternate lo	cation
•		elsewhere? 🗆 No	☐ Poster	☐ Pamphlet	M Other: 4	lass game
is calone in	omation	GISCALICIO: - 110		. ,		•
AT END OF						
		cials/promotions? If so	o, please de	scribe:		
Fresh !	R/t m	eal			<u>,</u>	
					<u>, , , , , , , , , , , , , , , , , , , </u>	
COMBINA	TIONS:	•				
		ive value/combination	options?	Yes	s 🗆 No)
		I items detailed and it		eceipt? ☐ Yes	s S(N	D
What is inc	luded in th	he standard combinat	tion other tha	an the entrée?		~i ^ 5
. □ /\$	Side →	how many are inclu	ded in the co	ombination? <u>@</u> <	ins or a	ppus
I	Órink →	what size? 21 02	÷.	•		
	Other com	nments:				
MANAGE	MENT:		-			
21	Introduction	on at beginning? Com	nments: <u>//</u>	J complain	<u>+</u>	
. 🗖 .	Approach	ed by management?	Comments	•		
Ø	Pamphlet	s (2) given. Comme	nts: Than	red.		
OTHER N	OTES: (e	.g. co-brand, demogr	aphics, lang	uage, location, driv	e-through, pro	oblems, etc)
			-			

10#: 41157600 **OBSERVATION LOG** ase Name: Jessica Koscirwicz, Wiki Tsichritzis, Hong Suyed Date: 6/6/07 QSE Address: 165 Church St Team: Time Arrival: # patrons Start: TOTAL End: # unused MetroCards: Departure: # multiple diners: 5 AT ARRIVAL: Is calorie information on the menu board? ☐ Yes, proceed to alternate location Tother: <u>Decalor glass</u> in. Front of sandwichingredients Is calorie information elsewhere?

No □ Poster ☐ Pamphlet AT END OF SHIFT: Any site-specific specials/promotions? If so, please describe: Conch Salamit Repperent **COMBINATIONS:** Does this location have value/combination options? □ No If YES, are all items detailed and included on receipt? ☐ Yes □ No What is included in the standard combination other than the entrée? □ Side → how many are included in the combination? 1-bag of chips Thrink → what size? 2102. or 3202. ☐ Other comments: ____ MANAGEMENT: 、☑ Introduction at beginning? Comments: _ ☐ Approached by management? Comments: _____ ☐ Pamphlets (2) given. Comments: ____ OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

		<u>o</u>	BSERVATION	ON LOG			
QSE Name: QSE Address	<u> 4nl</u> s: <u>300</u>	2WAY 1W135#	St		Date:3	128/07	
Time	Arrival: Start: End: Departui	11:45 12:00 2:10 re: 2:10	- - -	TOTAL TEAM	# patrons 94 2 92	# surveys	29
AT ARRIVA	<u>L</u> :	•	Gr	-am			
Is calorie infe	ormation or	n the menu board	!? □ No	Tres, proce	ed to alt. locati	on	
Is calorie inf	ormation e	Isewhere? 🗆 No	□ Poste	r 🛘 Pamphlet	Other: _		
AT END OF	SHIFT				· .		
Store Obse							
Were any ite	ems pürcha	ased but did not s	how up on th	e receipt? (e.g. o	drink or side w/	combinations)	· —
`	No	y					
Any site-spe	Ch L	als/promotions? I Illren / OW FA Schoo Ch	Half + Mil	Sandwh	ppies.		

		ID#: <u>/03</u>
OBSERVATIO	N LOG	<u>.</u>
QSE Name: MWWM	· ·	Date: May 16,28
OSE Address: 2595 Bradway Hu	rush	# 1 1.100 11
USE Address: WO 15 SU 19000 00 - 1700		Team: # PULLIN
Time Arrival: 1/4 20		
Time Arrival. 11 40	#1	patrons # surveys
Start:	TOTAL	56 41
End:/\$30		
Departure: 1:35	estimated # add1 or	ive-thru patrons: <u>N/</u> F
Departure: 100	# unused MetroCard	. 14 /
	,	· · · · · · · · · · · · · · · · · · ·
AT ARRIVAL:	# multiple diners:	
	. •	•
Is calorie information on the menu board? □ No	☐ Yes, proceed to all	ternate location
Is calorie information elsewhere? ☐ No ☐ Poster	☐ Pamphlet ☐ ☐	other:
AT END OF SHIFT: Any site-specific specials/promotions? If so, please des	cribe:	
COMBINATIONS: Does this location have value/combination options?	D.V	
If YES , are all items detailed and included on re-	☐ Yes	□ No
What is included in the standard combination other than		□ No
☐ Side → how many are included in the cor		
☐ Drink → what size?	iomation:	•
Other comments:		
MANAGEMENT:	s. A	
Introduction at beginning? Comments: OK	- mo problem	
☐ Approached by management? Comments: _		
Pamphlets (2) given. Comments:		
OTHER NOTES: (e.g. co-brand, demographics, langua	ge, location, problems,	etc)

					#167	ID#: 410	95854		
OBSERVATION LOG									
QSE Name:	Suba	w Certy			Date:_	5/23/07			
QSE Address	401 8 th	J 30stra	<i>t</i>		Team:	BASKY B	OHEL		
						DOMINGO M	LODORTH		
Time	Arrivai:	1180	i		# patrons	# surveys			
	Ştart:	12:09	•	TOTAL	98	48			
	End:	2:02			•				
	Departur	e: 2:10		# unused Me	troCards: <u>8</u>				
			•	# multiple dir	ners:				
AT ARRIVA	<u>L</u> :	•					•		
Is calorie inf	ormation o	n the menu board?	ZKN0	☐ Yes, proce	ed to alternate lo	2			
Is calorie inf	ormation el	lsewhere? 🗆 No	☐ Poster	☐ Pamphlet	Other: N	ashus			
AT END OF	SHIFT				Cuy	S CEN AS			
Any site-spe	ecific specia	als/promotions? If s	o, please des	scribe:					
Iocalia	en also	sells pizza	7 [Bur 2	SLICES & G	ET 1602 PRIND	-FREE	- .		
COMBINAT	TIONS:								
Does this lo	cation have	e value/combination	n options?		Yes □ No)			
If <u>Y</u>	<u>ES</u> , are all i	tems detailed and i	ncluded on re	eceipt?	Yes □ No				
	luded in the	e standard combina	tion other tha	in the entrée?	0/10-100	ala contes.	_		
•	ide →	how many are inclu	ided in the co	ombination? <u>I</u>	_ CAIPS, of	7 (54) 600 5 (54)	₽ .		
		what size? M		•					
	Other comm	nents:					-		
MANAGEN	MENT:					,			
<u> </u>	ntroduction	at beginning? Con	nments: Ve z	Y AMICABLE,	NO PIFFICULTI	ES	-		
Approached by management? Comments: MANGER TRIED TO TURN IN RECEIPT FOR METRICARD									
Pamphlets (2) given. Comments: GIVEN TO MANAGER METER HE CALLED & HAD MARC SPEAK TO									
OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)									
	•	COMERS DA LUNCH					دهي		
		ANT FOOD BOTHBUSH		•					
C	A	(2) MENTIN	1150 Time 97	INK on comme	AS A NET NOT	OÙ AUD LIEBE	40+ " »		
SOME INP	IVIDUALS	(2, BLACK-WOMEN	DISHED FOR	opinion on i	HAVER & WAYORK	use on sani	مسادية ابق		

		<u>OE</u>	SERVATIO	N LOG		ID#: 13
QSE Name:		<i>A</i>	hlib		Date:_	01-06-07 #3 Bila
QSE Address	s:3/\9	() 13 way	1012		Team:	J Wegg
Time	Arrival:	11.'30			# patrons	# surveys
	Start:	11:40		TOTAL	56	21
·	End:	1:45			2.1	/
•	Departu	re: <u>//SO</u>		# unused Metro(Cards:	√ ·
·		•		# multiple diners	s: <u>/</u>	
AT ARRIVAL	<u>.</u>					· .
		n the menu board?		☐ Yes, proceed t		cation
Is calorie information elsewhere? No Poster Pamphlet Other:						
AT END OF	THUE SHIFT:	ition into or	n cup,	napting wapp	er, cup	
	rific specia	als/promotions? If s	o, please des	cribe:		
edua P	K394 105	Ates 4:000	m, W	relate	day *46	1100
		······································		·	<u> </u>	
COMBINATION	ONS:					٠.
•		e value/combination	-	2 Yes	□ No.	-0 -1 - arof
	-	ems detailed and in			- CJ-N o	n receipt on
		standard combinat now many are include		1	Ü	Cobies.
		what size? Med.	ded in the coi	momador:		
	ner comme					
MANAGEME	NT.			·		
- 7		at beginning? Com	ments: 1/G	1. Not in	Emplay	r collect
		by management?	• 1	gi.	ner Open	withen on
, ,	•	2) given. Commen	9,3		cone began	live 10 es
OTHER NOT	FS: /e a	co-brand, demogra	onhics langua	age location drive-	through prob	lems. etc)
997001		en some me	. Alsk	4. 1 1	rik seen	A 1
go lack	in.	for receipt	ctore.	yes not	giving =	then och-
They o	fler !	fat free so	uier or c	herring, "	0	

			OBSE	RVATIO	N LOG			
QSE Name: QSE Address Time	Sub- BITH Arrival:	Way Flatows heyn, yeu	L Avenu v york, 1 (10:45)				Date: Ma	wh 28, 20 #surveys
	.		-		TOTAL	· .	113	55
4	Start:	12:15		i			<u> </u>	54
	End:	200			Tea	m 4		27
	Departu	re: 120			Tea ID#	F	136	
AT ARRIVAL	<u>.</u>				•			
Is calorie info	rmation c	n the menu	board? S	(No	☐ Yes,	procee	d to alt. location	on ,
Is calorie info	ormation e	elsewhere?	□ No □) Poster	☐ Pam	phlet	Other:	iopkin_
AT END OF	SHIFT:			·			•	
Store Obser	rvations:							
Were any ite	ms purch	ased but did	I not show u	up on the	receipt?	(e.g. dri	nk or side w/ (combinations)
Any site-spe	cific spec	ials/promotio	ons? If so, p	olease de	escribe:			
• .	· · · · · · · · · · · · · · · · · · ·							
<u> </u>								
								•
OTHER NO	TES:							
· · · · · · · · · · · · · · · · · · ·		., <u> </u>						

					ID#: 141	
	OBSERVATION LOG					
QSE Name:	QSE Name: Subway					
QSE Address	93	Church 1	Avenue		4907	
		_				
Time	Arrival:	30.		# patrons	# surveys	
	Start:	40	TOTAL	42	23	
	End: 2;	₽ <i>Ó</i> ≋	·		/	
	End: 2; Departure: 2;	0.5	# unused Metro	Cards: 38	<i>J</i>	
	2 Spartare		# multiple diner	s: <u>5</u> - 1	HIGH	
AT ARRIVAL						
	rmation on the men	u board? UNo	☐ Yes, proceed	to alternate lo	cation	
		7				
is calone imo	rmation elsewhere?	CONO CAPOSTO	er 🛘 Pamphlet	U Other:		
AT END OF S	SHIFT:					
Any site-spec	ific specials/promoti	ions? If so, please o	describe:	-		
					······································	
	·					
COMBINATIO	ONS:					
Does this loca	ation have value/con	mbination options?	Yes	□ No		
If <u>YES</u>	, are all items detail	ed and included on	receipt? ☐ Yes	No		
	led in the standard	combination other t	han the entrée?	·		
Side	e 🗦 how many	are included in the	combination?		1 0-4	
□ Drìn	nk → what size?	MED DRIN	lks are not lts for comb	necess ar	e Printe	
☐ Oth	er comments:	un lacel	IFS FOR WIND	O EXCUSI-		
MANAGEMEI	NIT-		•	•		
		as Comminter }	Jell Receive C	• • •		
	roached by manage					
- Trail	inpriiets (2) given. (Jonnents:	well Receive	٠ (-		
OTHER NOTE	≣S : (e.g. co-brand, c	demographics, land	uage, location, drive-	through, probl	ems. etc)	
				g. i, pi - o. i		
				· 11. 45		

OBSERVATION LOG

SE Name:	Salve	UCY	1 1		Date	
SE Addres		1864 St.	Bklyn.	-	·	
me	Arrival:	1/30	,	<u> </u>	# patrons	# surveys
		114/5	•	TOTAL	54	39
	Start:	2:00				3 (
	End:			Teaw ID	13	
	Departu	re: <u>2'.0d</u>		ID	153	
T ARRIVA	<u> </u>					
		on the menu board?	DVO	☐ Yes, pro	ceed to alt. locati	on
		elsewhere? 🗆 No	⊈ Po ste	r DP amphle	et 🛘 Other: 🖸	on glass co
s calone in	normanon e	eisewhere: a Mo	-			
AT END O	F SHIFT:					
	ervations:					•
		ased but did not sh	ow up on th	e receint? (e a	drink or side w/	combinations)
Were any i	tems purch	lased but did not sir				
				· ·		
Any cite-cr	nacific snec	cials/promotions? If	so, please o	describe:		•
With site-of	Jecalo Spec					
				,		
OTHER N	OTES:					
					· · · · · · · · · · · · · · · · · · ·	
				····-		

				10#: <u>2 \$</u>	8
OBSE	RVATION LOG			• 4	
OSE Name: SUDWAY			Date:	5/18/07	ı
QSE Address: 2508			Team:		
Time Arrival: 12,00 Pm		#	patrons	# surveys]
Start: 12 , 10 Ph	TOTAL		69	55	
End: 1 30 Pm	estimated	l # add'l c	rive-thru p	atrons:	
Departure: 2, 00 PM					
. 4	# unused	MetroCa	rds: 🔘		
AT ADDIVAL	# multiple	diners:	8_		
AT ARRIVAL:		•			
Is calorie information on the menu board?			lternate loc		,
Is calorie information elsewhere? No C	Poster D Pamph	let 🚨	Other: <u>Cu</u>	P5 + N-F	k
AT END OF CURT.	•	•		•	
AT END OF SHIFT: Any site-specific specials/promotions? If so, p	lease describe:				
	lease describe:				
Any site-specific specials/promotions? If so, p	lease describe:				
Any site-specific specials/promotions? If so, p				· · · · · · · · · · · · · · · · · · ·	- -
Any site-specific specials/promotions? If so, p COMBINATIONS: Does this location have value/combination op	tions?	☑ Yes	□ No		-
Any site-specific specials/promotions? If so, p COMBINATIONS: Does this location have value/combination op If <u>YES</u> , are all items detailed and inclu	tions? ded on receipt?	☐ Yes	□ No □ No		-
Any site-specific specials/promotions? If so, p COMBINATIONS: Does this location have value/combination op If <u>YES</u> , are all items detailed and inclu What is included in the standard combination	tions? ded on receipt? other than the entrée	☐ Yes			· · · · · · · · · · · · · · · · · · ·
Any site-specific specials/promotions? If so, p COMBINATIONS: Does this location have value/combination op If YES, are all items detailed and inclu What is included in the standard combination Side how many are included	tions? ded on receipt? other than the entrée	☐ Yes			
Any site-specific specials/promotions? If so, p COMBINATIONS: Does this location have value/combination op If <u>YES</u> , are all items detailed and inclu What is included in the standard combination Side how many are included Dorink what size?	tions? ded on receipt? other than the entrée in the combination?	☐ Yes			- -
COMBINATIONS: Does this location have value/combination op If <u>YES</u> , are all items detailed and inclu What is included in the standard combination ✓ Side → how many are included ✓ Orink → what size?	tions? ded on receipt? other than the entrée in the combination?	☐ Yes			· · · · · · · · · · · · · · · · · · ·
Any site-specific specials/promotions? If so, p COMBINATIONS: Does this location have value/combination op If YES, are all items detailed and inclu What is included in the standard combination Side how many are included Dorink what size? Other comments:	tions? ded on receipt? other than the entrée in the combination?	☐ Yes			-
COMBINATIONS: Does this location have value/combination op If <u>YES</u> , are all items detailed and inclu What is included in the standard combination Side how many are included Dorink what size? Other comments: MANAGEMENT: Introduction at beginning? Commer	tions? ded on receipt? other than the entrée in the combination?	Yes?	o No	well	· · · · · · · · · · · · · · · · ·
COMBINATIONS: Does this location have value/combination op If YES, are all items detailed and inclu What is included in the standard combination ✓ Side → how many are included ✓ Drink → what size? ✓ Other comments: ✓ MANAGEMENT: ✓ Approached by management? Comments	tions? ded on receipt? other than the entrée in the combination? nts:	Yes?	o No	well	· · · · · · · · · · · · · · · · · · ·
COMBINATIONS: Does this location have value/combination op If <u>YES</u> , are all items detailed and inclu What is included in the standard combination ✓ Side → how many are included ✓ Drink → what size? ✓ Other comments: MANAGEMENT: Introduction at beginning? Commer	tions? ded on receipt? other than the entrée in the combination? nts:	Yes?	o No	well	
COMBINATIONS: Does this location have value/combination op If YES, are all items detailed and inclu What is included in the standard combination ☐ Side → how many are included ☐ Orink → what size? ☐ Other comments: ☐ MANAGEMENT: ☐ Introduction at beginning? Commer ☐ Approached by management? Comments: ☐ Pamphlets (2) given. Comments:	tions? ded on receipt? other than the entrée in the combination? nts:	Yes?	□ No	well	
COMBINATIONS: Does this location have value/combination op If YES, are all items detailed and inclu What is included in the standard combination ✓ Side → how many are included ✓ Drink → what size? ✓ Other comments: ✓ MANAGEMENT: ✓ Approached by management? Comments	tions? ded on receipt? other than the entrée in the combination? nts:	Yes?	□ No	well	-

·			
OBSERVATIO	N LOG	#168	10#: 4040051
QSE Name: Subway		Date:	4/24/07
QSE Address: (31st + 5th) 302 5th 0	hence	Team:	Andy Chy, Victoria oun, Henriette
Time Arrival: 1135 Pm		# patrons	# surveys Kack
Start: 12:20 PM	TOTAL	235	26/27
End: 2=00 PM	<u> </u>		(2 Survey Mo
Departure: 2:05 PM	# unused Metro	Cards: <u>28</u>	(2 Survey Mo receipt
	# multiple diners	s: <u>2</u>	
AT ARRIVAL:	•		
Is calorie information on the menu board? D No	☐ Yes, proceed t	to alternate loc	ation
Is calorie information elsewhere? ☐ No ☐ Poster	☐ Pamphlet		lass pare on sand. Axings
AT END OF SHIFT: Any site-specific specials/promotions? If so, please des	scribe:		
COMBINATIONS: Does this location have value/combination options? If <u>YES</u> , are all items detailed and included on re What is included in the standard combination other tha	n the entrée?	O No ONO Baked Las	it Meal Combo
Side → how many are included in the co	mbination? 1	chips, apople.	stices, raisins)
☐ Drink → what size?			, ,
Other comments:		,	····
MANAGEMENT: Introduction at beginning? Comments:	·	·	
pproached by management? Comments:			•
Pamphlets (2) given. Comments:			
OTHER NOTES: (e.g. co-brand, demographics, language co-brand with Baskin Robbins + I for BR & DD	_ *	•	•

12-2p	M) OBSERVATION LOG	1D#: 174
'QSE Name: QSE Address	Subway S: 843 Franklin Ave, BKYN, NY Team: +	107
Time .	Arrival: 1:45 # patrons	# surveys
•	Start: 12:00 TOTAL OND 32	21 12-2
	End: 4:00 3 MD 45	26 2-4
	Departure: 4.05 # unused MetroCards: 63/	2 16
	# multiple diners: <u>3</u>	
AT ARRIVAL	;	
Is calorie info	rmation on the menu board? CNo ☐ Yes, proceed to alt. location	
Is calorie info	rmation elsewhere? D No Poster Pamphlet D Other:	
AT END OF S	SHIFT:	
☐ Yes →	re-through window? how many patrons were using drive-through? None Some ns purchased but did not show up on the receipt? (e.g. drink or side w/ comi	□ A lot
None	The state of the configuration of the state	
_	ific specials/promotions? If so, please describe:	
· ·		
It is in	ES: (e.g. language barrier, location—residential, commercial, industrial; protocolor barrier was the Location of This could bown the Block from (2) major ltights of Heights & Clara Barton Making The Country that a Customer Base under 18 of Age	site.
15 alsi	extremely small. It about 200 son	lugge toot

	OBSERVATION	lescribing short-termed abbrevia
SE Name:	Subway	Date: <u>41201</u> 0
SE Addres	s: 11 Broadway	Team: Michele Nabo Victoria Ster
me	Arrival: 11:45 am	# patrons # surveys
	Start: 12:25 PM	TOTAL 174 51
	End: 1.40 pm	The same of the sa
	Departure: 1:45 pm	# unused MetroCards: Fan out !
- ADDR/A	,	# Multiple differs.
T ARRIVA		□ Vac recent to alternate location
	ormation on the menu board? Who	☐ Yes, proceed to alternate location posted on r ☐ Pamphlet ☐ Other: dlass case in free
calorie infe	ormation elsewhere? No Poste	r Pamphlet MOther: glass case vi Tre Sandwich fixi
	cation have value/combination options?	ØYes □ No
	<u>ss</u> , are all items detailed and included on uded in the standard combination other the standard combination other the standard combination other the standard combination other the standard combination of the standard combined in the standard com	
o s	ide → how many are included in the rink → what size?	combination? 1 "fit side" - Baked Lays
• •	other comments:	
	·	2
MANAGEN □ 1f	itroduction at beginning? Comments:	Too busy to do into
- DA	pproached by management? Comment	s: <u>//</u> 0
	Pamphlets (2) given. Comments:	lanked us - VERY busy
ďŕ		
)TES: (e.g. co-brand, demographics, lang	guage, location, drive-through, problems, etc) 🔑
	LOB of Kids - school	guage, location, drive-through, problems, etc)
OTHER NO	LOB of Kids - school	groups come in parong
OTHER NO	LOB of Kids - school	groups come in parong
THER NO	LOB of Kids - school	groups come in parong

ODSEDVATIO	NIOC		ID#: 199
OBSERVATIO	N LOG		1 u .
QSE Name: MWWW		Date:_	april 17,20
QSE Address: 253-10 Holling any	nul	Team:	#4 Julen
Time Arrival: 10844			
Time Arrival: 10°44	WNCH	# patrons	# surveys
Start: 1130 / 1:52	TOTAL	41	32
End: $\frac{1^{32}}{3.52}$	163V P.M.	_	10
Departure: 463	# unused MetroC	ards: 24	/39P.M
	# multiple diners	<u>:1</u> /	J P.H.
AT ARRIVAL:			
Is calorie information on the menu board?	☐ Yes, proceed to	alternate loc	ation
Is calorie information elsewhere? ☐ No ☐ Poster	☐ Pamphlet ☐	Tother: nap	Kins, posteps
AT END OF SHIFT: Any site-specific specials/promotions? If so, please des	cribe:		·
		·	
COMBINATIONS:			
Does this location have value/combination options?	☐Yes	□ No	
If <u>YES</u> , are all items detailed and included on re		☑ No	
What is included in the standard combination other than		Vies no	~[~6
☐ Side → how many are included in the cor☐ Drink → what size?	nbination? S	Secon de	
Other comments:			•
			,
MANAGEMENT:	N. Darackie	1 1 1 6 6 5	L Name of
☐ Introduction at beginning? Comments: 1044	2016 Carlos to 10	16 30 11 Culte 01	reachi.
·	2.10 3942 10 cm	v	77.0.2.
a i diipinoto (2) given. Odiimento.			-
OTHER NOTES: (e.g. co-brand, demographics, langua			
Show location but exceller	IT teadyac	<u>U; </u>	·

25-50%

10"
ON LOG
Date: 4 23 07
Team: 42
mon D Team: 42
patrons # surveys
TOTAL 45 39
thru natrons:
estimated # add'l drive-thru patrons:
1 Martin Cards: 52
unused MetroCards:
multiple diners:
☐ Yes, proceed to alternate location
ster Champhlet C Other:
e describe:
<i>I</i>
is? No No No No
Honreceipt? Yes XNo
ner than the entrée?
the combination?
s: Well Receive d
ments: Well Lecerved
ments: Occasive d.
West 1988
s, language, location, problems, etc) However Traffic

	, ; , , ,	OF	CEDVATIO	NLOG	•	ID#:
1.4.3			SERVATIO	N LUG		مامعاد
QSE Name:	5	ubway's	Λ .		Date:_	11526
QSE Addres	s: 78	6A Port	Kichm	duo	Team.	+2
	•			•		
Time	Arrival:	11:20			# patrons	# survey:
	Start:	11:25		TOTAL	32	19
	End:	4:00		estimated # ad	d'i drive-thru j	patrons:
	Departu	re: <u>4.15</u>			52	
٠.				# unused Metro	1 %	•
AT ADDN/4	1.		_	# multiple dine	rs:	
AT ARRIVA			1			
		n the menu board?		☐ Yes, proceed		
ls calorie inf	ormation e	elsewhere? 🗆 No	Poster	Pamphlet	Other:	
· · · · · · · · · · · · · · · · · · ·	ecific speci	als/promotions? If s	o, please des	scribe:		,
· · · · · · · · · · · · · · · · · · ·	-	als/promotions? If s	o, please des	scribe:		
COMBINAT	TONS:			scribe;		
COMBINAT Does this to	TIONS:	e value/combination	n options?	Yve	s 🗆 No	
COMBINAT Does this to	TIONS: cation hav	e value/combination	n options? ncluded on re	o-Ye eceipt? □ Ye		
COMBINAT Does this lo If <u>YE</u> What is incli	TIONS: cation haves, are all indeed in the	e value/combination items detailed and i e standard combina	n options? ncluded on⊦re tion other tha	eceipt? □ Ye n the entrée?		
COMBINAT Does this lo If YE What is incl	TIONS: cation haves, are all it	e value/combination items detailed and i e standard combina how many are inclu	n options? ncluded on:re tion other tha ided in the co	eceipt? □ Ye n the entrée?		
COMBINAT Does this lo If YE What is incl	TIONS: cation haves, are all it is uded in the ide \rightarrow rink \rightarrow	e value/combination items detailed and i e standard combina how many are inclu what size? <u></u> \(\(\int\) 0 2	n options? ncluded on:re tion other tha ided in the co	eceipt? □ Ye n the entrée?		
COMBINAT Does this lo If YE What is incl	TIONS: cation haves, are all it is uded in the ide \rightarrow rink \rightarrow	e value/combination items detailed and i e standard combina how many are inclu	n options? ncluded on:re tion other tha ided in the co	eceipt? □ Ye n the entrée?		
COMBINAT Does this to If YE What is included What is included MANAGEM	TIONS: cation haves are all indeed in the ide ide in the ide in the ide ide ide ide ide ide ide ide ide id	e value/combination items detailed and it e standard combina how many are inclu what size? <u>2</u> (02	n options? ncluded on⊦re tion other tha ided in the co	eceipt? □ Ye in the entrée? imbination? □	s X No	
COMBINAT Does this to If YE What is included MANAGEM	TONS: cation haves all in the ide of the communication in the ide.	e value/combination items detailed and items detailed and items at an are inclusively and the size? \(\frac{1}{2} \) (\(\frac{1}{2} \) at beginning? Com	n options? ncluded on re tion other tha ided in the co	eceipt?	s XNO	
COMBINAT Does this to If YE What is incl A D MANAGEM D A	CIONS: cation haves all indeed in the idee in the idee in the idee in the idee idee idee idee idee idee idee id	e value/combination items detailed and items detailed and ite standard combination how many are inclusively at size? \(\frac{1}{2} \) (0.2) at beginning? Combine the size of	n options? ncluded on retion other thanded in the co	veel Lea	s Ano	
COMBINAT Does this to If YE What is incl A D MANAGEM D A	CIONS: cation haves all indeed in the idee in the idee in the idee in the idee idee idee idee idee idee idee id	e value/combination items detailed and items detailed and items at an are inclusively and the size? \(\frac{1}{2} \) (\(\frac{1}{2} \) at beginning? Com	n options? ncluded on retion other thanded in the co	veel Lea	s Ano	
COMBINAT Does this to If YE What is included MANAGEM A CLP	CIONS: cation haves are all indeed in the idee in the idee in the idee idee idee idee idee idee idee id	e value/combination items detailed and items detailed and items at an are inclusively at size? \(\sum_{\text{c}} \) \(\text{c} \) at beginning? Combined by management?	n options? ncluded on retion other that ided in the co	Nell Receive Well Receive Well Receive	s Ano	
COMBINAT Does this to If YE What is included MANAGEM A CLP	CIONS: cation haves a second in the comment of the	e value/combination items detailed and items detailed and ite standard combination how many are inclusively at size? \(\frac{1}{2} \) (0.2) at beginning? Combine the size of	n options? ncluded on retion other that ided in the co	Nell Receive Well Receive Well Receive	s ANO	

005 N			<u> </u>	ERVATIO	A LOG				
QSE Name:	Sup	WALI					Date	aprila	5,200
QSE Address.	21.	1884	A RAMA	diamia		,		#42111	DA A
QSE Address:	0)	1901	1 DVIW	<u>may</u>			Tear	n: <u>'' / 0400</u>	<u>un</u> a
		100	CD	0	,				
Time ·	Arrival:			1	TUNG	1	# patrons	# survey	s
	Start:	1105	0-1:35	t	TOTAL		25	15	
•	End :	•	- 3:34	•	estimated	l # add'	l drive-thru	patrons: <u>/</u>	A
	Depart	ture: <u>3°4</u>	<u> </u>		1		OA		,
# ATEON	5 #	SULVE	VIS	LUNCH	# unused	MetroC	ards: 🕳	•	
	_	13	, •	LUNCH	# multiple	diners	:		
AT ARRIVAL	: }	14/hDE	4						
ls calorie infor		, , , , , , , , , , , , , , , , , , ,	iu board?	☑ No	🗅 Yes, pr	oceed to	o alternate i	ocation	
ls calorie infor	mation	elsewhere?	2 12 No	☐ Poster	☐ Pamph	let (Other:		
COMBINATIO	ONS:	-							
Does this loca	 -	ve value/co	mbination o	ptions?		☐ Yes	ΩN	0	
	, are all		iled and incl	uded on re	coint?	□ Yes	ra M		
If <u>YES</u>		items detail		adea on te	ceipti		. 🗆 N	0	
	led in th					-		o _.	
What is include		ne standard		n other than	the entrée	?	U N	o	
What is includ		ne standard how many	combination are include	n other than	the entrée	?	N	o	
What is included Side	e → nk →	ne standard how many what size?	combination are include	n other thar d in the cor	n the entrée mbination?	o? ——		· .	 , , , ,
What is included Side	e → nk →	ne standard how many what size?	combination are include	n other thar d in the cor	n the entrée mbination?	o? ——		· .	ud OK, S
What is included Side	e → nk →	ne standard how many what size?	combination are include	n other thar d in the cor	n the entrée mbination?	o? ——		· .	ud ok, s would co
What is included Side	e → nk →	ne standard how many what size?	combination are include	n other thar d in the cor	n the entrée mbination?	o? ——		· .	ud ok, s would
What is included Side of Drire of Other of MANAGEME	e → nk → er comr NT: oduction oroache	ne standard how many what size? ments: n at beginni d by manag	combination rare include rare include rare rare rare rare rare rare rare ra	n other than d in the cor ents: <i>Man</i> omments: _	n the entrée mbination?	o? ——		o A se worker t	ud ok, s would a to antac
What is included Side of Particular Side of Si	e → nk → ner comr NT: oduction oroache mphlets	ne standard how many what size? ments: n at beginni d by manag (2) given.	combination are include ing? Comme gement? Comments:	ents: Man	n the entrée mbination?	not me	ite, sp wj	· .	ud ok, s would a to contact
What is included Side of Side	e nk nk ner comr nt: oduction oroache mphlets ES: (e.g.	ne standard how many what size? ments: n at beginni d by manag (2) given.	combination rare include rare include rare ing? Comme gement? Comments:	ents: Man. mics, langua	ayli & N	n, proble	ite, sp wj	· .	ud ok, s would to contac
What is included Side of the Manageme of the Notes of the	e nk nk ner comr nt: oduction oroache mphlets ES: (e.g.	ne standard how many what size? ments: n at beginni d by manag (2) given. g. co-brand, m. TAM	combination are include ing? Comme gement? Comments:	ents: Mana omments:	ayli & M	n, proble	i t e _γ ΔΩ ω) ems, etc)	re so 1 se worker t	ud ok, s would to contact

OBSERVATION	ON LOG 1D#: _224
QSE Name: Subury	Date: <u>0502-07</u>
QSE Address: 107-28 Continuity	Jac, Queens Team: #3
Time Arrival: 11:26	# patrons # surveys
Start: //:32	TOTAL 147 110
End: <u>3:27</u>	
Departure: 336	estimated # add'l drive-thru patrons:
	# unused MetroCards: 🚫
AT ARRIVAL:	# multiple diners: 4/0
Is calorie information on the menu board?	☐ Yes, proceed to alternate location
Is calorie information elsewhere? ☐ No ☐ Poster	Dramphlet Bother: Naphen, Cup
AT END OF SHIFT:	
Any site-specific specials/promotions? If so, please des	cribe.
COMBINATIONS: Does this location have value/combination options?	
If <u>YES</u> , are all items detailed and included on red	Ories No
What is included in the standard combination other than	•
☑8ide → how many are included in the con	
© Drink → what size? med	
Other comments:	
MANAGEMENT:	
\mathcal{A} Introduction at beginning? Comments: $\mathcal{AS}_{\mathcal{A}}$	realle
☐ Approached by management? Comments: _	
Pamphlets (2) given. Comments: Aques	elle
OTHER NOTES: (e.g. co-brand, demographics, language	ge, location, problems, etc)
Siches. Neur Bus Stop & Sult	eay stop.
· · · · · · · · · · · · · · · · · · ·	

OBSERVATIO	N LOG		10#. QJ-1
QSE Name: SWWW		Date:_	May 3, 200'
OSE Address: 149 F. 60 M. Street, 7	lew york	Team:	#4 Queens
Time Arrival: 110/8		# patrons	# surveys
Start: //830	TOTAL	135	53 X
End: 1815	estimated # add'	l drive-thru p	atrons: NA
Departure: 1624	# unused MetroC	Cards: OV	/
	# multiple diners	٠	
AT ARRIVAL:	•		· · · · · · · · · · · · · · · · · · ·
Is calorie information on the menu board?	☐ Yes, proceed t	o alternate loc	ation
Is calorie information elsewhere?	☐ Pamphlet	Other:	
AT END OF SHIFT:			
Any site-specific specials/promotions? If so, please des	cribe:		· ·
		· · · · · · · · · · · · · · · · · · ·	
		· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·
COMBINATIONS:			
Does this location have value/combination options?	☐ Yes	□ No	
If YES, are all items detailed and included on re-	ceipt?	. 🗅 No	•
What is included in the standard combination other than	the entrée?	•	• •
☐ Side → how many are included in the cor	nbination?		· -
☐ Drink → what size?			
☐ Other comments:		· · · · · · · · · · · · · · · · · · ·	<u> </u>
RAANA CERACHT		•	
MANAGEMENT:	•		
☐ Introduction at beginning? Comments:			
Approached by management? Comments: Pamphlets (2) given. Comments:			
G Pamphiets (2) given. Comments.			
OTHER NOTES: (e.g. co-brand, demographics, langua BUNG WILLIAM - MW, friendly	, ,	ms, etc)	
U U		*****	

	<u>OB</u>	<u>SERVATIO</u>	N LOG		
QSE Name:	Subway			Date:_	may 1, 200°
QSE Address	s: 241 East 14"	in Street	- Went chile	Team	#4 Jucens
QUE Address	J. 4 1 2 200VI 3 1		11/100		
Time	Arrival: 10250			# patrons	# surveys
	Start: //830		TOTAL	57	23
•	End: 1830				مال
	Departure: 138		estimated # add	'l drive-thru	patrons: <u>V/11</u>
	Departure: 1900		# unused Metro	Carde: AZ	
	. *		# multiple diner	_	
AT ARRIVA	L:		# manapie amei	3. /	
Is calorie info	ormation on the menu board?	₩ No	☐ Yes, proceed	to alternate lo	cation
Is calorie info	ormation elsewhere? No	☐ Poster	☐ Pamphlet	Other:	· · · · · · · · · · · · · · · · · · ·
AT END OF	SHIFT				
	cific.specials/promotions? If so	o please des	scribe:		
	erial meathall h	ero 6"	#2.99		
. 7					
COMBINATI		antiana?	□ Von	□ No	
	cation have value/combination		☐ Yes ceipt? ☐ Yes		
••••	are all items detailed and in ided in the standard combinati			C NO	
	de → how many are includ				
	ink → what size?				•
	her comments:				
MANAGEMI		•			
🗹 int	troduction at beginning? Comr	ments:		· · · · · · · · · · · · · · · · · · ·	·
□ Ay	sproached by management?	Comments:			
™ Pa	amphlets (2) given. Comment	s:			
		abia t	one legation out t	ama atal'	
DIHERNO	TES: (e.g. co-brand, demograf		nge, location, probl NY EUC+C		meu
houten	De MA Atom	rew.	v j cyp · 4	ne singur	"muy
THUMA	~ NW propos,			<u> </u>	

0BSERVATION	N LOG
QSE Name: Sulvery	Date: 25-11-07
11 CAA	N/C Team: <u># 3</u>
QSE Address: 1 Chilliam Aguere,	7007
Time Arrival. 11.26	# patrons # surveys
Start: 1/.37	TOTAL 49 31
End:	estimated # add'l drive-thru patrons:
1111	estimated # add drive sing page
Departure: 1	# unused MetroCards: 24
	# multiple diners:
AT ARRIVAL:	
Is calorie information on the menu board?	☐ Yes, proceed to alternate location
Is calorie information elsewhere? No Denster	Ramphlet Rother: Northing, Cuff
AT END OF SHIFT	
Any site-specific specials/promotions? If so, please des	scribe:
COMBINATIONS:	
Does this location have value/combination options?	A Yes 🖸 No
If YES, are all items detailed and included on re	eceipt? Dyes Sino Make 110 toll
What is included in the standard combination other tha	
A Side → how many are included in the co	mbination? 1 OV Secret
Gorink → what size2/www	•
Other comments:	
MANAGEMENT:	4.0
SIntroduction at beginning? Comments: A	greeble
☐ Approached by management? Comments.	<u> </u>
Pamphlets (2) given. Comments: HSULL	lle
(
OTHER NOTES: (e.g. co-brand, demographics, language	age, location, problems, etc) //
Large Chimes Repulation DI	11 Charles Conker 6
~ · · · · · · · · · · · · · · · · · · ·	11 - WANGE LEEP LEEP LEEP LEEP LEEP LEEP LEEP LE

OBSERVAT	ION LOG		ID#: 135
QSE Name: Subway.		Date:_	4/30/07
QSE Address: 1448 East Que &	Brown my	Team.	Brown
Time Arrival: 11; 4.7		# patrons	# surveys
Start: 11:55	TOTAL	63	55
End: 2:00	estimated # add	'I drive-thru p	eatrons: O
Departure: <u>2.105</u>	# unused Metro(Cards: O	·
AT ARRIVAL:	# multiple diners	:: <u>8</u>	
Is calorie information on the menu board?	☐ Yes, proceed to	o alternate loc	ation
Is calorie information elsewhere? No Poster	☐ Pamphlet (Wither: 12	BT CARD
AT END OF SHIFT:		DISP	CARD CAY CASE
Any site-specific specials/promotions? If so, please de	escribe:		
	· · · · · · · · · · · · · · · · · · ·		· ·
		,	
COMBINATIONS:			
Does this location have value/combination options?	D Yes	□ No	• • • • • •
If <u>YES</u> , are all items detailed and included on r		□ No	
What is included in the standard combination other that	in the entrée?	,	
☐ Side → how many are included in the co	mbination?		
Orink → what size? Myduum)		
Other comments:			
MANAGEMENT:	•	•	^ .
Untroduction at beginning? Comments:	antilla)		
☐ Approached by management? Comments:	-nla		
Pamphlets (2) given. Comments:	- iga		
OTHER NOTES: (e.g. co-brand, demographics, langua TAURINISHIE CONDOMINA Kasadanual II am manual			ents.
percenting pernineral	LATER)	unch	CHOWA

OB:	SERVATIO	N LOG	,	·
QSE Name: JULIU			Date:_	may 2, 200.
QSE Address: 43-02 Ditmurs	Bouleva	rd astria	Team:	#4 Duens
, i as.		Hew york	 .:	
Time Arrival:			# patrons	# surveys
Start: 1/30		TOTAL	37	27
End: 130	•	estimated # add	l drive-thru r	patrons: N/A
Departure: 1835				/
		# unused Metro(Cards: 30	
AT APPIVAL		# multiple diners	:: <u>4</u>	
AT ARRIVAL:		□ V-= =====d 4	- altornata lo	
Is calorie information on the menu board?	□/No	☐ Yes, proceed t		
Is calorie information elsewhere? No	22 Poster	@ Pamphlet	Other:	•
AT END OF SHIFT				
Any site-specific specials/promotions? If so	, please des	cribe:		
		w		
		· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·
COMBINATIONS:	-	, ·	,	
Does this location have value/combination		☑ Yes	□ No	¥*
If YES, are all items detailed and in			1 No	
What is included in the standard combination		,		
☑ Side → how many are includ	led in the cor	nbination? _		,
② Drink → what size? M② }				
Other comments:				
MANAGEMENT		. ,		
Introduction at beginning? Comn	nents:	Cay.	·	
☐ Approached by management? (
☐ Pamphlets (2) given. Comments	s:		· ·	
· ·				
OTHER NOTES: (e.g. co-brand, demograp	ohics, langua	ge, location, proble	ms, etc)	
			<u></u>	<u></u>
				-

OBSERVATIO	N LOG		10. 269
QSE Name: Sulurau	•	Date:	05-07-07
OSE Address: 102 - 06 Autombie Ap	ve, Queens	Team:	16
Time Arrival: 11,27		# patrons	# surveys
Start: 1/: 34	TOTAL	51	32
End: 1:41 Departure: 1:46	estimated # add'	l drive-thru p	patrons:
Departure.	# unused MetroC	ards: <u>33</u>	
AT ARRIVAL:	# multiple diners	: 2	
Is calorie information on the menu board?	☐ Yes, proceed to	o alfernate loc	cation
Is calorie information elsewhere? ☐ No ☐ Poster			phino + Cupy
AT END OF SHIFT: Any site-specific specials/promotions? If so, please des	cribe:		
COMPINATIONS.			
COMBINATIONS: Does this location have value/combination options?	2 Yes	□ No	
If <u>YES</u> , are all items detailed and included on rec	ceipt? 🔲 Yes	Q No	
What is included in the standard combination other than	the entrée?		. •
Side → how many are included in the con	nbination?		
Drink → what size? Moel			
Other comments:			
MANAGEMENT	11		
Buttroduction at beginning? Comments:	wake		
Approached by management? Comments:	10		
Pamphlets (2) given. Comments: Hyutu	<u> </u>	,	
OTHER NOTES: (e.g. co-brand, demographics, language			
In astrip meell next door residential neighborhood	to dente	n dor	145
residential reighborhood	; not so k	usy o	las of people
Cur no least to grantylote		()	

OBSERVATION	NLOG		·-···ry
OSE Name: July		Date:	05-09-07
USE Name.	Par Dum		
QSE Address: 103-04 Showy	go Causio	g ream.	·
Time Arrival: 11.26		# patrons	# surveys
Start: 11:29	TOTAL	26	W (15
End: 1:30			1/4
N7 -1	estimated # add'	i drive-tnru p	patrons:
Departure: ノム	# unused Metro(Cards:	-24 west
	# multiple diners	~ r.	e 05.11
AT ARRIVAL:			1 went to out
Is calorie information on the menu board?	☐ Yes, proceed t		// .^
Is calorie information elsewhere? No Dester	6 Pamphlet	Pother: W	John & Cup
			V
AT END OF SHIFT:	ecribe:		
Any site-specific specials/promotions? If so, please des			
			•
COMBINATIONS:	Yes	. 🔲 No	
Does this location have value/combination options? If <u>YES</u> , are all items detailed and included on re-		□ No	
What is included in the standard combination other that			
Side -> how many are included in the co			•
Brink > what size?	,	•	
Other comments:			
MANAGEMENT: Distroduction at beginning? Comments:	SIERCO DO		•
Approached by management? Comments:	Turner and		
Deamphlets (2) given. Comments:	reale		
Deampriers (2) given. Comments.			
OTHER NOTES: (e.g. co-brand, demographics, langu	lago, location, prob	lems, etc)) last
Kecepl are I your off. O	Eunch Ife	xear - g	100
long for "1"/100 11			

			10th 280
OBSERVATIO			ID#:
OSE Address: 717 Grand Street		Date:	5/11/07
QSE Address: 717 Grand Stre	+ BICHNI	NY Toom	.#2
COL Address. 17 (O : O : O : O : O : O : O : O : O : O		Team	
Time Arrival: 11:50		# patrons	# surveys
Start: 12:00	TOTAL	75	a
End: 2'00		<u> </u>	
	estimated # add'	l drive-thru p	patrons:
Departure: 2:00		Ща	1/
	# unused Metro(
AT ARRIVAL:	# multiple diners	» <u> </u>	
Is calorie information on the menu board?	☐ Yes, proceed to	o alternate lo	cation
Is calorie information elsewhere?		Other:	
is consideration elsewhere: The Truster	a rampiliet	u Oulei	
AT END OF SHIFT:			
Any site-specific specials/promotions? If so, please des	scribe:		
Vovo			
		· · · · · · · · · · · · · · · · · · ·	
COMBINATIONS:		,	
Does this location have value/combination options?	☐ Yes	Ø No	•
If <u>YES</u> , are all items detailed and included on re	•	□ No	
What is included in the standard combination other that			*
 ☐ Side → how many are included in the col ☐ Drink → what size? 	mbination?		•
Other comments:			•
MANAGEMENT:	(-11 (1)	1	
Antroduction at beginning? Comments:			11 + 011
Approached by management? Comments: Pamphlets (2) given. Comments: Pall		enot tri	energ ATAII
a Pamphiets (2) given. Comments	<u>ceive</u>		
OTHER NOTES: (e.g. co-brand, demographics, langua			
The traffic was extreme			
Were not receptive too &			
Was Off By 2 hours, ASK	MANAGERTA	o about	TIME
factor. Wouldn't Agree to Any	Khuic		

OBSERVATION	NLOG C/-0/ot
QSE Name: Subway	Date 5/08/07
QSE Address: 2825 Broadway	Team: BILOTY
11:40	
Time Arrival:	# patrons # surveys
Start: (1,50	TOTAL 50 55
End: 1.15	estimated # add'l drive-thru patrons:
Departure: 1:30	\mathcal{O}
	# unused MetroCards:
AT ADDIVAL	# multiple diners:
AT ARRIVAL:	☐ Yes, proceed to alternate location
is calone information on the mend society	Pamphlet Other Display
Is calorie information elsewhere? No Poster	(abo
AT END OF SHIFT	scribe: POST CARD
Any site-specific specials/promotions? If so, please des	scribe: P031 Orro
COMBINATIONS:	i D Yes □ No
Does this location have value/combination options? If <u>YES</u> , are all items detailed and included on re-	
What is included in the standard combination other tha	
Side → how many are included in the co	embination? Chips of the interest
porink -> what size? Large	
☐ Other comments:/	
MANAGEMENT:	D. (American)
MANAGEMENT: Va Introduction at beginning? Comments:	faptive Cooperative
☐ Approached by management? Comments/	-Ma
amphlets (2) given. Comments:	
OTHER NOTES: (e.g. co-brand, demographics, langu	age, location, problems, etc)
	white small slating
accompanion for only	8 people). Fause personage
of paruous eager to paru	4 cysates percure
Typer like at 1994 It the	mendous amount of
nonstruction and new bu	ildingen the area

. •		01	DEEDVATIO	, M 1 0 0		ID#: 24	Z8
	4.0	<u></u>	BSERVATIO			4.4	na A
QSE Na	me: <u>III</u>	(WK)	12. 11	Subway	Date:_	May 10,20	XV -
QSE Ad	dress: 242=	62 615 CIVE	Durkan	De / per God	Team	· #4/2000)	VI.
		· 1	· 8	7-04 astor	k a		
Time	Arrival:	11600 10	- (====================================		# patrons	# surveys	Multi
,	Start:	11=30 - 12	30	TOTAL	20	4	2.
	End:	1:01		estimated # add	'l drive-thru p	patrons: NA	
	Departu	re: 1:00	•		96		
SUBWAY	PM 7:3 IVAL: 3-4	D PATES O SURVEYS 12	x 4	# unused Metrod # multiple diners	ኅ		
Is calorie	information o	n the menu board?	Ü No	☐ Yes, proceed t	o alternate lo	cation	
ls calorie	information e	lsewhere? ☐ No	☐ Poster	☐ Pamphlet	Other:	·	
AT END	OF SHIFT:	, .					
Any site- Julivity	specific special Buy u	als/promotions? If s I'M gf I'M	, 1, 6,	cribe 320g d	unk-1)"	
COMBIN	IATIONS:	Initially ok- see	other mel	Like .	,		
Does this	s location have	value/combination	options?	☐ Yes	□ No	•	
White It	YES, are all it	ems detailed and in	ncluded on re	•	□ No		
į.		standard combinat					
		now many are included that size? <u>る</u> じし		nbination?			,
Carrier Control		ents:					
MANAG							
		*			······································		
STARBUCKS C	Pamphlets (2) given. Commen	ts:				
igoppan/1:50 Wall Che "o	Manager suuriti k'' Grund i ol bi aa	approached Shothan a Sur un am au Mar 4 d aug	ua and c tated we per who c The mas	ge, location, proble asked of we writed how herd to get st nage at a l ck your sec	Mad pir, to Dowe Juin C aha tunci	unti she nguati w Taid wit	MIL